Brand Design – VALORA

Project Overview

VALORA is a self-initiated online fashion brand developed as part of my final year project in Republic Polytechnic, focusing on feminine streetwear that balances confidence, softness, and everyday wearability. The brand was created to explore how visual identity, storytelling, and campaign design can work together to form a cohesive brand presence across both digital and physical touchpoints.

This project has allowed me to apply branding principles beyond aesthetics, considering how colour, typography, and visual consistency, would influence audience perceptions and emotional connections.

Role and Scope

Role: Brand Designer and Visual Communicator

Tools Used: Canva Pro, Adobe Illustrator, Adobe Photoshop, CapCut Pro

Scope of Work: Logo design and refinement, brand colour palette development, visual identity system, campaign and promotional visuals, apparel label and packaging mockups.

Concept and Brand Direction

The visual direction of **VALORA** is centred around the idea of owning one's presence with confidence, following the brand's tagline "Own Your Aura". Soft feminine elements are paired with structured compositions to reflect strength without being loud.

The colour palette was intentionally developed to feel modern and elegant, while remaining versatile for seasonal campaigns. Star motifs and subtle graphic elements were incorporated to add recognisability and a sense of identity without overwhelming the designs.

Typography choices were kept clean and contemporary to ensure legibility across social media platforms and promotional materials.

Design Process

The branding process began with conceptual exploration and mood board to define the emotional tone of the brand. Initial logo sketches were developed digitally, followed by refinement through multiple iterations.

The logo was first created in Canva Pro to explore layout and composition efficiently, before being imported into Adobe Illustrator for colour adjustments, alignment refinement, and final vector preparation. This workflow allowed for flexibility during ideation while ensuring professional output quality.

Visual applications were then extended to the campaign assets, apparel label tags, and packaging mockups to test out how the brand identity translates across different formats.

Visual Outcomes

Brand elements:

Typeface explorations:

Option A: Fabrica
VALORA

Option E: Cup Cakes
VALORA

Option I: CS Gordon
VALORA

Option B: Recoleta
VALORA

Option F: Chewy
VALORA

Option J: Gochi Hand
VALORA

Option C: Emitha
VALORA

Option G: Oilvare Base
VALORA

Option K: Balloon Bold
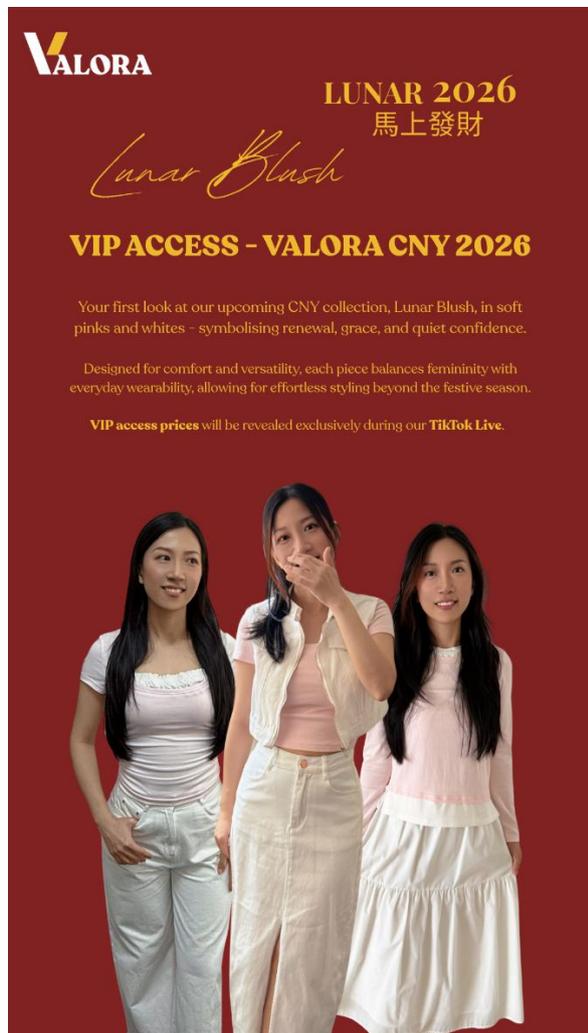*VALORA*

Option D: Calgary
VALORA

Option H: Aloja
VALORA

Option L: Apricots
VALORA

Content samples:

Reflection and Learning

As this project is still in the process of being completed, the branding and visual system for **VALORA** continues to be refined and expanded. Ongoing developments include further campaign applications, content creation, and exploration of how the brand identity can evolve across different platforms and seasonal collections.

This phase of the project has allowed me to continuously evaluate my design decisions, respond to feedback, and improve my consistency across visual outputs. The iterative nature of this work has reinforced the importance of flexibility, experimentation, and audience awareness in building a cohesive brand identity.